

PROFILE:MATCH® - Re-engineering Psychometrics

Test publishing is a conservative industry and this undoubtedly wins confidence. However, it is important not to shrink from change. The internet has dramatically transformed almost everything we do and psychometric testing is the poorer for failing to grasp this nettle more willingly. PCL was the first UK test publisher to put quality psychometrics online; it took key players in the industry several years before they gave up on their reservations and dire warnings of catastrophe and got onboard.

There is no reason why innovation should challenge the integrity of testing. Some aspects of assessment have already been positively improved by taking to the web, but we are light years away from fully realising this transformational potential. The best that has been achieved so far by most online tests has simply been to transfer questionnaires from paper to web pages.

But why, when the power and flexibility of the internet is revolutionising other industries, does the test user still need to get embroiled in the technical aspects of psychometrics at all? In every aspect of life we are surrounded by highly complex and sophisticated technologies that simply *deliver*. To assess job applicants, why can't we just select the competencies required and let the expert systems get on with it – delivering reports written in every day language to our inboxes?

The answer, of course, is that they can! PROFILE:MATCH® does all this and more. PCL business psychologists have been designing computer and web-based assessment for more than a decade. Their radical re-engineering agenda has been to take integration of psychometric and internet technologies to a new level.

Let's wake up to the fact that there is global agreement about both the theory and the technology of personality assessment. The overwhelming evidence is that *all* personality questionnaires measure *the same* Five Factor Model (Google 'the five factor model' – it's all there!). All the old mystique has been blown away by consensual science; the issues now are about access, usability, cost and efficiency. Following the path of Apple Mac and Windows, PROFILE:MATCH® addresses these interface issues. As you will see, these are issues that really do make a critical difference.

Geoff Trickey, MD Psychological Consultancy Limited, December 2008

Experience the future:

For 5 **FREE** trials of PROFILE:MATCH® Selection Report, go to profilematchassessments.com and use the promo code 'onrec' when you register.